

**Utah Office of Tourism  
Board Business Meeting  
Hilton Salt Lake City Center  
255 South West Temple  
Granite Conference Center, 1<sup>st</sup> Floor  
Salt Lake City, UT  
June 26, 2007 – 5:00pm**

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**Present**

**Board Members**

Kim McClelland  
Colin Fryer  
Bob Bonar  
Bob Syrett  
Hans Fuegi

Steve Burr  
Shelleice Stokes  
Georgianna Knudson  
Steve Lindburg  
Pamela Hilton

**Staff**

Leigh von der Esch  
Tracie Cayford  
Kelly Day

Barbara Bloedorn  
Mike Deaver  
Stan Nance

Kim welcomed the board and staff to the meeting.

**Minutes**

**MOTION:** Bob Syrett made a motion to approve the minutes of the June 1<sup>st</sup> meeting and Bob Bonar seconded the motion. Steve Lindburg asked to reflect a sincere thanks to Colin and his team for hosting the board for the weekend of the June 1<sup>st</sup> board meeting. The motion passed unanimously.

**Co-op Marketing & Madden**

Co-op Application

Hans gave a brief summary of the application for the special opportunity Co-op application for San Juan County of \$7,507.38.

Special Opportunity Cooperative Marketing funding for the San Juan County Economic Development and Visitor Services. The county will use the funding for foreign language translation of [www.utahscanyoncountry.com](http://www.utahscanyoncountry.com), the area's visitor web site, to capitalize on recent marketing activities, including exposure of the recent 2007 Red Bull Air Race Championship Series that was held in Monument Valley. The race will be broadcast in more than 80 countries through November. The county will translate its web site into five languages: German, French, Spanish, Mandarin Chinese, and Japanese.

Hans made a recommendation to approve funding.

**MOTION:** Colin made a motion to approve the funding and Steve Burr seconded the motion. It passed unanimously.

### Madden Inserts

Hans made a recommendation that up to \$300,000 of Co-op Marketing money go towards future Madden program to cover the next two issues.

A motion was made and later withdrawn after a brief discussion.

**MOTION:** Colin made a motion to take up to \$150,000 of Co-op Marketing money to use towards the winter issue of Madden provided that the Marketing Committee provides matching funds from the Special Opportunities budget. Georgianna seconded the motion. It passed unanimously.

### **Budget**

Leigh asked the board to consider giving \$15,000 towards Discover America.com

#### Discover America:

TIA cooperative agreement with the Department of Commerce to research, design, develop, implement and market multi-language destination marketing websites for the US in the UK, Japan, Canada, Germany and Mexico.

**MOTION:** Shelleice made a motion to take \$15,000 for the TIA Co-op from the 2006/2007 uncommitted special opportunity dollars. Steve Lindburg seconded the motion and it passed unanimously.

#### Tradeshows:

It was decided to table that topic for another time.

#### Amendments to Marketing & Advertising Budget for 2007/2008:

The group discussed unbudgeted items that were needed such as international tradeshow opportunities, arts and culture, B-roll creation, merchandise, etc.

**MOTION:** Colin made a motion to have all unencumbered funds from the 2006/2007 budget be rolled into the Special Opportunities fund for 2007/2008. Hans seconded the motion.

Per further discussion \$13,000 of the unencumbered would be kept in the budget for merchandise and \$23,000.00 for international expenses.

The motion passed unanimously.

**MOTION:** Shelleice made a motion to spend up to \$50,000 of 2007/2008 special opportunities fund to shoot B-Roll of Kane County, and cultural experiences highlighting dining. Georgianna seconded the motion and it passed unanimously.

A motion was made and later withdrawn regarding international opportunities.

## **Miscellaneous**

### **Committees**

Kim indicated that Bill Malone, director of the Park City Chamber, will be joining the board beginning July 1<sup>st</sup>. He will be replacing Shelleice Stokes as President of UTIC. When Kim spoke with Bill, he expressed an interest in serving on the Legislative Committee.

The new committees were reassigned as follows:

<b>CO-OP COMMITTEE</b>	<b>MARKETING</b>	<b>LEGISLATIVE</b>
<b>Hans Fuegi (Chair)</b>	<b>Steve Lindburg (Chair)</b>	<b>Bill Malone (Chair)</b>
<b>Georgianna Knudson</b>	<b>Colin Fryer</b>	<b>Peter Corroon</b>
<b>Bob Syrett</b>	<b>Bob Syrett</b>	<b>Jeff Robbins</b>
<b>Frank Jones</b>	<b>Bob Bonar</b>	<b>Steve Burr</b>
<b>Pam Hilton</b>		<b>Pam Hilton</b>
<b>Steve Lindburg (this round)</b>		

Note: Steve Lindburg will serve on the Co-op Committee through the upcoming round only.

### **Performance Evaluations**

Since performance evaluations are approaching for the state, Shelleice made a request that the chairman of the board write a letter of recommendation on behalf of the board for Leigh and her staff in support and appreciation of their hard work. The letter will be written and sent to Jason Perry.

### **TIA & Western States Tourism Policy Council**

Leigh mentioned a bill to reinstate a National Tourism Office. The original office was disbanded in the 90's. September 26, 27, & 28<sup>th</sup>, 2007 there will be a Travel Leadership Summit in DC. This would be an opportunity for the board and others to show their support for the National Tourism Office promotion request.

Leigh is also on the Western States Tourism Policy Council and may need some support from the board regarding healthy forest initiatives by writing a letter to the Secretary of the Interior.

The next board meeting will be held August 10<sup>th</sup> in Salt Lake City.